



Deadline 9 July 2017

**Research**

**Commercialisation**

**Consultancy, licensing & business creation**

**This 5-day course of lectures, workshops and visits in Cambridge, UK, is aimed at those who wish to understand the basics of how new ideas and research results are commercialised at the University of Cambridge and in the wider Cambridge Cluster.**

It is likely to be of particular relevance to university technology transfer staff, academic entrepreneurs, government advisors and policymakers developing knowledge-based economies wishing to spin-out or out-licence new technologies or deliver consultancy based on university expertise and knowledge from research.

**5-day  
course**

**11 topics  
covered**

**Expert  
Facilitators**

## Course dates, fee and venue

**The Course will start on Monday 11 September 2017 at 9:00 am and finish on Friday 15 September 2017 at 5:00 pm.**

A welcome dinner at a Cambridge College will be held during the evening of Monday 11 September.

The main venue for the course will be the Hauser Forum at the University of Cambridge, UK, with some sessions delivered elsewhere in the city of Cambridge.



**The course fee is £1,500 (+ Value Added Tax where applicable) per delegate. This includes all course sessions, materials, lunches and refreshments, as well as:**

- a welcome reception and dinner during the first evening of the course;
- subject to demand and availability, some optional leisure activities.

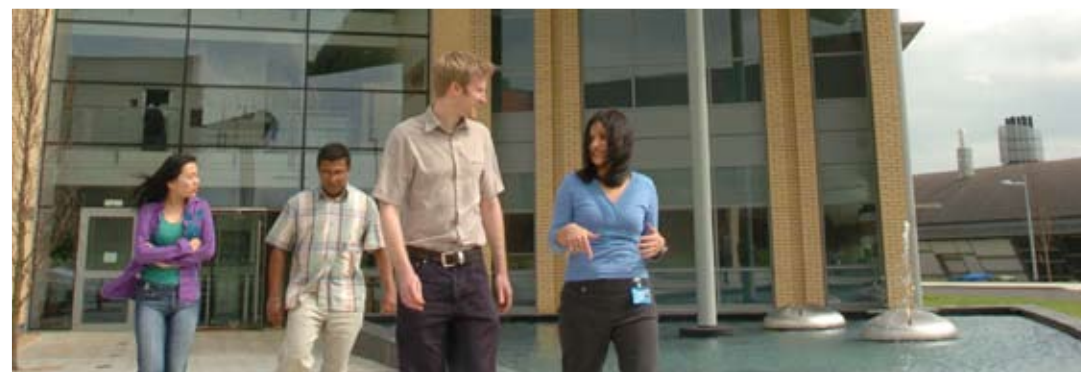
**The fee excludes the following:**

- transport to and from Cambridge;
- accommodation;
- breakfasts and dinners (except for the welcome dinner);
- transport between accommodation and venues.

**For an additional fee, Bed & Breakfast accommodation in a Cambridge College, with transport between accommodation and course venues, can be arranged upon request.**

Attendance on this course will be strictly limited to a maximum of 20 delegates.

## Course content and outcomes



**The course will offer a mixture of plenary and parallel sessions covering the following topics:**

- Principles of research commercialisation
- Researching the market for new innovations
- Innovation evaluation and valuation
- The spin-out versus licence decision
- Technology out-licensing
- Negotiation skills
- Creating and developing a new knowledge-based venture
- Developing a commercialisation strategy
- Building the team
- Raising finance
- Delivering consultancy services

**The key learning objectives are:**

☉ To develop a broad understanding of research commercialisation practices in the UK

☉ To understand how to evaluate and pursue the most appropriate research commercialisation route

☉ To learn techniques for negotiating and structuring technology out-licensing agreements

☉ To learn the principles behind successfully financing and developing knowledge-based ventures

# Course highlights

The programme will allow for some optional free time and, subject to demand and availability, the following leisure activities:

- A guided visit to the museum in the famous Cavendish Laboratory
- A guided walking tour of a Cambridge College
- Punting on the river Cam

Attendance certificates will be provided at the end of the course

The training sessions will be delivered by experienced trainers and practitioners with direct experience of research commercialisation, raising finance and developing knowledge-based ventures.

To register your interest, please send an email containing your name, affiliation and address to:

[openprogramme2017@enterprise.cam.ac.uk](mailto:openprogramme2017@enterprise.cam.ac.uk)

① Our courses have proved very popular in the past, so early registration is recommended.

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enterprise

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